

Exam. Code : 217602  
Subject Code : 5556

M.Com. 2nd Semester (Batch 2021-23)  
MC-203 : RESEARCH METHODOLOGY

Time Allowed—3 Hours] [Maximum Marks—60

**Note** :— Attempt **FIVE** questions in all, selecting at least **ONE** question from each section. The **FIFTH** question may be attempted from any section. All questions carry equal marks.

**SECTION—A**

1. Define the concept of research methodology. Discuss the nature of research methodology. How a researcher tackles research issues ?
2. "The task of defining the research problem often follows a sequential pattern." Explain.

**SECTION—B**

3. Describe the role of literature review in research. Explain various research engines available for finding literature.
4. What is meant by experimental research design ? Write its features. Explain various experimental research designs giving appropriate examples.

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### SECTION—C

5. Define measurement. Discuss basic levels of measurement giving appropriate examples.
6. Differentiate Likert scale and Semantic differential scale giving application of each.

### SECTION—D

7. (a) Write the similarities and difference between a regression and discriminant analysis.  
(b) Write a note on data transformation.
8. What do you mean by factor analysis ? Discuss its objectives. Explain the conditions that are required to be satisfied before carrying our factor analysis.